



## ARCHITECTURAL REVIEW COMMITTEE RESULTS

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DATE: FEBRUARY 27, 2006

CITY HALL – STUDY SESSION ROOM  
68700 AVENIDA LALO GUERRERO  
CATHEDRAL CITY, CA 92234

STUDY SESSION: 3:00 P.M.  
REGULAR AGENDA: 3:15 P.M.

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### ARCHITECTURAL REVIEW COMMITTEE MEMBERS

KENDRA CULBERTSON, CHAIRPERSON

ED GERLACH, VICE-CHAIRPERSON  
ED SOUTHARD

JOHN HOLT  
ALAN WATERS

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#### STUDY SESSION

- Review of the Agenda
- Discussion on Procedure

#### CALL TO ORDER

Chairperson Culbertson called the meeting to order at 3:15 PM.

#### ROLL CALL

Chairperson Culbertson, Vice-Chairperson Gerlach and Committee Member Holt were present. Committee Members Southard and Waters were not present and were excused.

#### CONFIRMATION OF THE AGENDA

#### PUBLIC COMMENTS

During this part of the meeting the public is invited to address the Architectural Review Committee on any matter not on the Agenda. If you wish to speak on an Agenda Item, please wait to be recognized under that item. ***EXCEPT FOR SPECIAL CIRCUMSTANCES, THE BROWN ACT PROHIBITS THE ARCHITECTECTURAL REVIEW COMMITTEE OR STAFF FROM RESPONDING OR TAKING ACTION ON ANY COMMENTS MADE BY THE PUBLIC UNLESS IT PERTAINS TO AN ITEM THAT APPEARS ON THE AGENDA.*** All speakers should give their name and city of residence, and please limit your remarks to three minutes.

#### REVIEW ITEMS

- A. **Administrative Design Review No. 05-013** - A proposal to consider a final landscape plan for the perimeter of the Desert Princess Resort fronting on Vista Chino and 30<sup>th</sup> Street.

Applicant: Desert Princes Homeowner's Association  
Joanne Rose, Homeowner's Association Manager  
Location: 67967 Vista Chino  
Zoning: RR (Resort Residential)  
Planner: Ken Davis/Rich Malacoff

The Committee was concerned that the same density and variety of plants illustrated in the sectional landscape plan submitted be carried out throughout the perimeter of the Desert Princess Resort, fronting Vista Chino. The 30<sup>th</sup> Street frontage would return to the Committee under a separate action. A motion was made by Committee Member Holt, seconded by Vice-Chair Ed Gerlach and the project was approved with a vote of 3 – 0.

**B. Design Review No. 05-004** – A recommendation to the Planning Commission and City Council for a 96-unit hotel.

Applicant: Tri-Millennium Properties  
Location: A parcel located east of George Montgomery Trail, south of East Palm Canyon Drive, and north of Avenida Lalo Guerrero  
Zoning: MXC (Mixed Use Commercial) District  
Planner: Rich Malacoff

Staff informed the Committee that the applicant had requested that this item be tabled and re-advertised at a future date.

A motion was made by Committee Member Holt, seconded by Vice-Chair Gerlach, that the item be tabled and re-advertised at a future date. The motion was approved 3–0.

## **DISCUSSION**

- A.** Overview of Changes to Standards for Signage to the Downtown
- B.** Future Work Plan

There was extensive discussion regarding the various pedestrian, traffic and directional signage that would be appropriate for and specific to the Downtown area. Staff placed this item on the Agenda at the request of the City Council. The City Council wanted the ARC to review the Sign Program for the Downtown with particular respect to the Pickfair Promenade so that the tenants could have more exposure to vehicular traffic. The ARC recommended that the following:

1. A-Frame Signs should be prohibited on East Palm Canyon and should only be used on Buddy Rogers and Monty Hall Drives. The A-Frame Signs shall be uniform in design and style.
2. The Committee did not feel that a monument sign would be helpful to the tenants and would have little visibility for the tenants to the vehicular traffic.
3. Vertical Banners can be used on the lampposts on East Palm Canyon Drive and throughout the Town Square. This would increase visibility to vehicular traffic and make a positive statement.

4. The placement of Kiosk Style signs in the right-of-way would help increase visibility.
5. The owner of the Pickfair Promenade Jim Cross of Best Signs, presented a package of proposals that overlapped with staff's proposal. The wall signs proposed consisted of an identification sign placed in the arch of each tower that stated the name of the shopping center. The ARC recommended this be used without the hanging panels that listed individual tenants.
6. The ARC also approved the 2 types of directory signs as proposed by Best Signs which would be directional to pedestrian traffic. The ARC did recommend that the smaller directory sign be inverted so that the narrow portion would be on the top.
7. The Blade Signs already are already part of the Sign Program and Best Signs proposed some minor changes which were recommended to be approved.
8. Staff presented a concept of an Off-Site Road Sign which would give motorists directions to the Downtown from various points in the City.

The Future Work Program was not discussed and would be discussed at the next meeting.

#### **COMMITTEE MEMBER COMMENTS**

None

#### **ADJOURNMENT**

To the next regular meeting of the Architectural Review Committee to be held March 13, 2006, at 3:00 PM., at the City Hall - Study Session Room, located at 68-700 Avenida Lalo Guerrero, Cathedral City, California 92234.

#### **NOTE TO THE PUBLIC:**



**IN COMPLIANCE WITH THE AMERICANS WITH DISABILITY ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT RICH MALACOFF, ASSOCIATE PLANNER AT (760) 770-0339. NOTIFICATION 48 HOURS PRIOR TO THE MEETING WILL ENABLE THE CITY TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING. [28 CFR 35.104 ADA TITLE II]**